PRESS RELEASE

SHARE BUY BACK INFORMATION

Pontedera, 12th August 2016 - Piaggio & C. S.p.A. announces the purchase, on the 8th and 9th of August of no. 187,472 treasury shares at an average price of 1,6556 Euro per share, for a total amount of 310.371 Euro, pursuant to the resolution passed at the Shareholders’ Meeting held on 14 April 2016 (previously communicated as per article 144 bis of Consob Regulation no. 11971/1999).

Details of the transactions on a daily basis is indicated below:

<table>
<thead>
<tr>
<th>Date</th>
<th>No. of purchased shares</th>
<th>Average price (euro)</th>
<th>Total (euro)</th>
</tr>
</thead>
<tbody>
<tr>
<td>8/08/2016</td>
<td>100,000</td>
<td>1,6780</td>
<td>167,801</td>
</tr>
<tr>
<td>9/08/2016</td>
<td>87,472</td>
<td>1,6299</td>
<td>142,570</td>
</tr>
</tbody>
</table>

Following these transactions, Piaggio & C. S.p.A. holds a total of no. 3,120,472 treasury shares, equal to 0.864% of the share capital.

For further information:

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Piaggio & C. S.p.A., Viale Rinaldo Piaggio No. 25, Pontedera (PI), Share capital: € 207,613,944.37 fully paid-up
Management & Coordination by IMMSI S.p.A.
Website: www.piaggiogroup.com